

BREAKING INTO NEW INDUSTRIES – One Barstool at a Time

Discover how focusing on networking, product quality and growth can spotlight your business in a saturated industry.

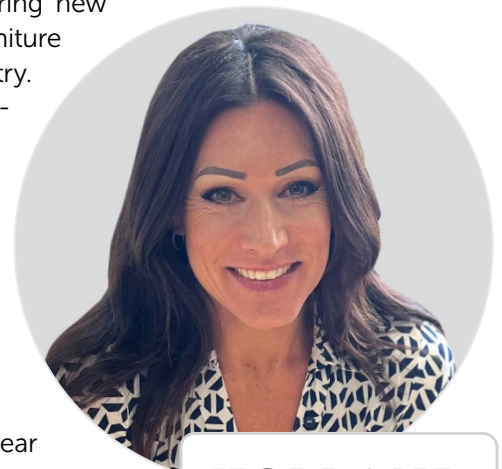
INTRO

When the team at **Holland Bar Stool Company (asi/61409)** started exploring new ways to grow their business beyond their thriving traditional and licensed furniture roots, they quickly discovered the potential of the promotional products industry. Holland's Michigan mindset has allowed them to create beautifully hand-crafted pool tables, barstools, banners and all other game room necessities for decades. With immense experience in custom manufacturing and official licensing, expanding into promo was a natural next step.

Since partnering with ASI®, Holland Bar Stool has turned that decision into one of the most transformative chapters in their 30-year history, becoming a furniture powerhouse. They've reached new levels of success while staying true to their midwestern roots of hard work, dedication and, above all, quality.

Business Development and Dealer Relations Manager, Jessica Spahr made it clear that there was no question that they would join ASI:

"We were doing research into the promo world, and ASI was right at the top of that list. If we were going to do this we were going to do it right – and that meant joining ASI."



HOLLAND
— BAR STOOL —

STRATEGIC GROWTH FUELED BY ASI

Holland Bar Stool has seen promo grow **from a small slice of their business into a major revenue stream – nearly tripling in just two years.** By finding the right mix of ASI member benefits, like strategic exposure in ESP® and tailored expert support, they've successfully turned industry connections into conversions quarter after quarter and year after year.

2023

Promo less than 4%
of their overall sales

2024

Promo was 8.5%

**2025
so far**

Promo had grown
to nearly 13% of
their business

"That growth isn't by accident. It's because of the exposure, the network and the visibility ASI provides — through ESP advertising, attending every 2025 trade show and strong personal support from our ASI rep," says Spahr. "We knew we had something special with our product line, but ASI helped us amplify it."

Holland Bar Stool's strategic advertising in ESP, specifically within the furniture category, has played a key role in staying top of mind for distributors. ESP Pay for Placement has given the Holland team peace of mind that even while they are busy with ASI Shows and events, their products are still front and center for thousands of distributors. It's a hands-off marketing option with a big return for a vertical that's not always dominant. "With our category of product, people may not know they need us until they see us," says Spahr. "ESP Pay for Placement gives us that moment of discovery."

“Our ASI Rep has been such a good resource – responsive, communicative; and if there is ever a problem, she goes after it to get it done.”



BENEFIT FROM INDUSTRY EXPERTS

The reoccurring benefit that was mentioned throughout the interview at every turn was Holland Bar Stool Company’s relationship with their designated ASI rep. ASI promises to be with members every step of the way, and Spahr notes that so much of Holland’s industry knowledge and success can be attributed to their relationship with their rep. Whether it’s their monthly calls or one-off requests, at every step, their rep has made sure that their ads are successful and on track, trade show attendance is in order and that Holland Bar Stool Company always has the most up-to-date information in order to succeed. The information is tailored just for them and what will make their business successful.

THE ROAD AHEAD

With promo sales growing steadily and new events on the horizon, Holland Bar Stool is just getting started. In 2024 Holland Bar Stool Company was at every ASI trade show, ready to put faces to names and elevate homes, bars, restaurants, clubs and everywhere else. They’re now leveraging the right benefits with new opportunities like hosted-buyer events to maximize exposure and efficiency. But one thing is certain – they’re committed to staying in the promo game. Whether it’s their marketing, their products or their relationships, Holland Bar Stool Company is committed to providing high-quality experiences, made easier with ASI’s help.



“Promo is fun. It’s dynamic. It lets us bring our craftsmanship to a whole new audience. And with ASI, we’re not just another vendor – we’re part of a thriving community.”

**Explore all the ways to grow your business like
Holland Bar Stool Company.**

Explore Now

